

January 2021

Improving the Home: Incl Impact of COVID-19 - Canada

"As homes are forced to act as a central hub for Canadians during the pandemic, demands placed on them are higher than ever. The additional free time afforded by business closures and cancelled social outings is allowing some Canadians to dust off their to-do lists to tackle home projects. New ...

November 2020

The Natural Household Consumer: Incl Impact of COVID-19 - Canada

"Although natural household care products will continue to be valued as healthy and sustainable options, the COVID-19 pandemic has caused a shift in priorities for Canadians looking to care for themselves and their homes. As disinfection has become a huge focus across the country, shoppers are now looking for protection ...

July 2020

Cleaning the House: Incl Impact of COVID-19 - Canada

"COVID-19 has placed a spotlight on the importance of hygiene and household cleaning, elevating the significance of cleaning products. Cleaning products now offer an element of control and some peace of mind in an ever-changing, unpredictable situation. The shifts in cleaning priorities made by consumers to fight this pandemic are ...

May 2020

Cookware: Incl Impact of COVID-19 - Canada

"The shutdown of non-essential businesses and limited availability of foodservice options means consumers are required to prepare most, if not all of their meals at home. Strong increases for at home cooking occasions

are anticipated, which translates to an increased usage of cookware.”

January 2020

Air Care - Canada

"Consumer demand for healthier, more natural products is expected to play an important role in shaping the future of the air care industry. Brands will need to adapt and showcase their safety, minimal environmental impact and health benefits in order to fully realize their potential. The importance of creating an ...